

ABSTRACT OF THE DISCLOSURE

In an information providing system, advertisement information according to text information sent out from an advertisement information delivery center via a public telephone line is received and displayed by an information display provided to a client. An advertisement information delivering method using this system comprises the steps of classifying the client under a group corresponding to at least one of the trade and region thereof; and then delivering the advertisement information to only the information display of a client belonging to a group corresponding to a kind of advertisement information to be delivered among a plurality of clients classified into groups.

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